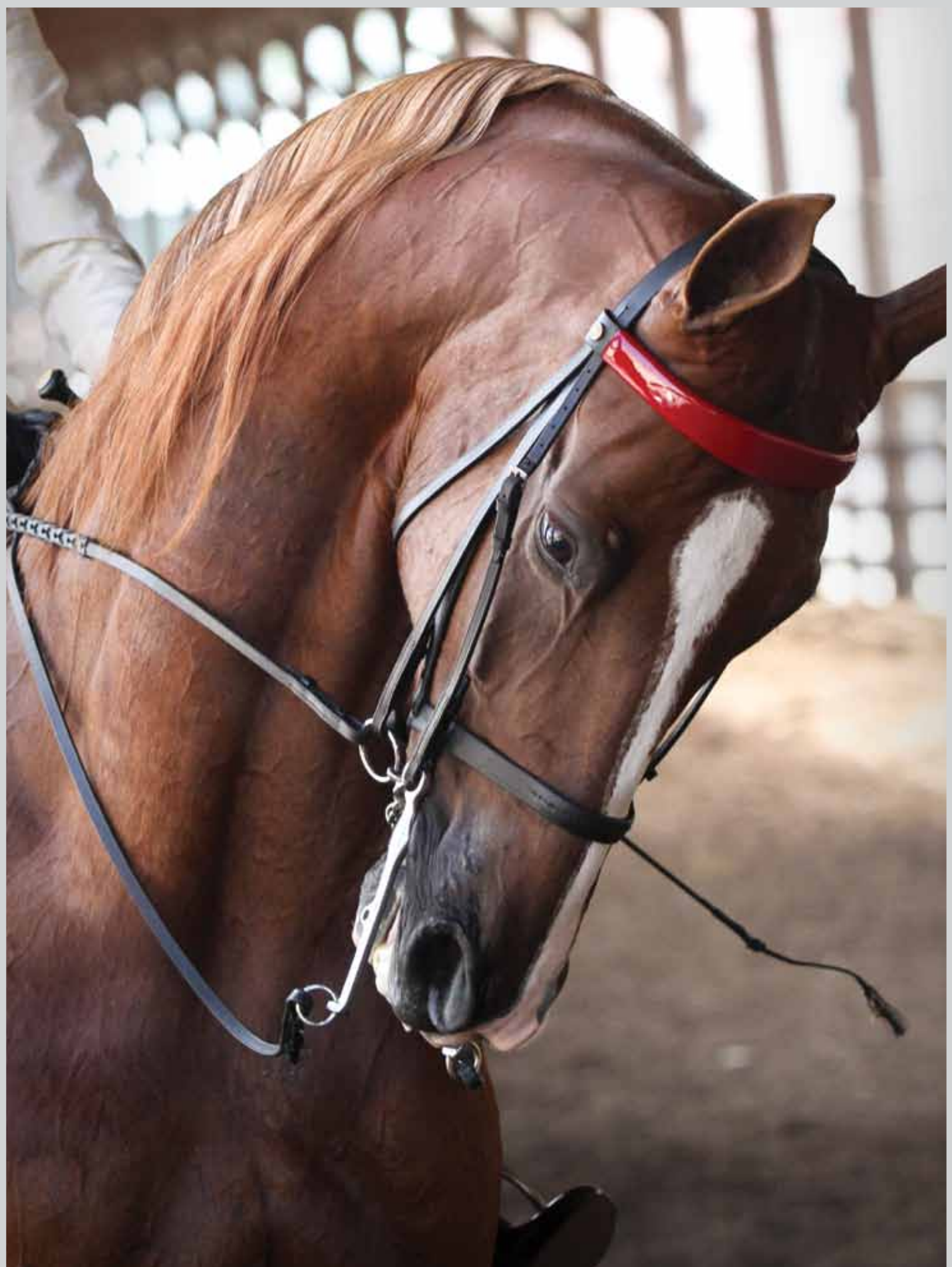




KENTUCKY STATE FAIR BOARD ANNUAL REPORT 2010







---

# TABLE OF CONTENTS

---

2	Letters
4	About Us
5	Kentucky State Fair Board Members
6	KFC Yum! Center
8	A Business Year in Review
10	Future Business
12	Entertainment
14	National Farm Machinery Show
15	Kentucky State Fair
16	North American International Livestock Exposition
17	Capital Projects
18	Media Coverage and Communication Tools
20	Financial Overlook

---

## LETTER FROM THE GOVERNOR

---



Steven L. Beshear, Governor

Dear Friends:

The year 2010 has been one of change and new beginnings for the Kentucky State Fair Board. Once again, the Fair Board produced a year of successes as it cultivates new business, stimulates economic growth and generates activity in the area. The result has been thousands of visitors to the Bluegrass State, hundreds of millions of dollars in economic impact and the addition of a new facility to the Louisville skyline.

During such an exciting time, the Fair Board maintained its commitment to continued growth with the attraction of new conventions, trade shows, conferences and various sporting events to its three facilities – the Kentucky Exposition Center, the Kentucky International Convention Center and the new, multi-purpose KFC Yum! Center. With the opening of the new state of the art downtown arena, Louisville and our commonwealth are solidified as prime destinations for many major sporting competitions, concerts and conventions.

The Tourism, Arts and Heritage Cabinet encourages visitors to seek enriching experiences and entertainment, an abundance of which can be found at the three shows owned and produced by the Fair Board – the Kentucky State Fair, which incorporates the World's Championship Horse Show; the National Farm Machinery Show, which includes the Championship Tractor Pull; and the North American International Livestock Exposition, which features the North American Championship Rodeo.

I commend the Fair Board for another successful year filled with accomplishments that are vital ingredients in this year's tourism successes and contributions that fuel a \$10 billion a year industry in Kentucky. Congratulations to the Fair Board and the staff for another exceptional business year.

Sincerely,



**Steven L. Beshear**  
*Governor*

## LETTER FROM THE KENTUCKY STATE FAIR BOARD

Dear Friends:

The 2010 Annual Report showcases the growth and accomplishments the Kentucky State Fair Board experienced in the past year. We remain committed to our foundation of attracting new business, spurring economic growth and producing first-class shows at our facilities for our local, national and international visitors, as we embark on an extraordinary journey with the opening of the KFC Yum! Center. By offering three unique and versatile facilities to our clients, the Kentucky State Fair Board is poised to further augment its reputation as an economic engine for the city, region and commonwealth.

As an agency of the Tourism, Arts and Heritage Cabinet, the Fair Board is entrusted with the management of the Kentucky Exposition Center, the Kentucky International Convention Center and the new KFC Yum! Center. In addition, the agency produces three annual shows: the National Farm Machinery Show that encompasses the Championship Tractor Pull; the Kentucky State Fair that features the World's Championship Horse Show; and the North American International Livestock Exposition that includes the North American Championship Rodeo. During 2010, the National Farm Machinery Show, the Kentucky State Fair and the North American International Livestock Exposition drew more than 1.2 million visitors and produced a combined revenue of \$49.6 million in estimated economic impact to the Bluegrass State.

One of the biggest highlights of the year came with the celebrated grand opening of the state of the art KFC Yum! Center. The addition of this facility provides the opportunity for the expansion of facility collaborations with the Expo Center and Convention Center, heightens our reputation in the tourism industry and supplies a new instrument when engaging potential business partners.

Through this Annual Report, our contributions will illustrate that our foundation remains steady as we actively serve as a fundamental economic contributor to the commonwealth. We are proud of our achievements this year and look forward to continued success.

Sincerely,



**Harold Workman**  
President and CEO



**Ronald Carmicle**  
Chairman



Harold Workman, President and CEO



Ronald Carmicle, Chairman

## OUR BUSINESS

In 1902 the Kentucky General Assembly passed a bill stating the provision of “an annual state fair for the exhibition of agricultural, mechanical, horticultural, dairy, forestry, poultry, and livestock products be, and the same is hereby created to be known as the Kentucky State Fair.” The Kentucky State Board of Agriculture became the governing body to implement and maintain this endeavor until 1938 when the Kentucky State Fair Board was created.

The Fair Board is comprised of gubernatorial appointments, members of university administrations, representing associations and leaders from around the state. Exceeding expectations, the Kentucky State Fair Board not only proved successful, but now generates nearly \$460 million annually in economic impact for the community and commonwealth.

The Kentucky State Fair Board manages the Kentucky Exposition Center, a 1.2 million square foot facility; the Kentucky International Convention Center, a 300,000 square foot downtown convention center; and the KFC Yum! Center, a 721,762 square foot, 22,000 seat multi-purpose arena. The Board also produces three shows each year: the Kentucky State Fair, the National Farm Machinery Show and the North American International Livestock Exposition.



---

## ABOUT US

---

### OUR MISSION

The Kentucky State Fair Board shall promote the progress of the commonwealth of Kentucky and stimulate public interest in the advantages and development of the Bluegrass State by providing the Kentucky Exposition Center, the Kentucky International Convention Center and the KFC Yum! Center for exhibitions, conventions, trade shows, public gatherings, cultural activities and other functions. In managing these three venues, the Kentucky State Fair Board resolves to advance Kentucky's tourism industry and economy while serving the entertainment, cultural and educational interests of the public.





---

## KENTUCKY STATE FAIR BOARD MEMBERS

---

**Marcheta Sparrow**, *Governor's Representative  
and Secretary of the Tourism, Arts and Heritage Cabinet*

**Ronald Carmicle**, *Chairman, Louisville*

**Mike Libs**, *Vice Chairman, Philpot*

**Anna Jane Cave**, *Glendale*

**Richie Farmer**, *Commissioner of the  
Kentucky Department of Agriculture*

**Gib Gosser**, *Somerset*

**Lanny Greer**, *Manchester*

**Ann McBrayer**, *Lexington*

**Sam Moore**, *Morgantown*

**Steve Pence**, *Louisville*

**Fred Sarver**, *Carlisle*

**Thomas J. Schifano**, *Louisville*

**Dr. M. Scott Smith**, *Dean of the University of Kentucky  
College of Agriculture*

**William B. Tolle**, *Maysville*

**Steve Wilson**, *Goshen*





After years of planning, the KFC Yum! Center officially opened its doors for business on October 10, 2010 sporting a new name and backed by enthusiastic public support with more than 48,000 excited fans visiting the arena during four days of free public tours. This contemporary facility enhances the Louisville skyline and offers 721,762 square feet of space, more than 22,000 seats and four meeting rooms spanning approximately 34,000 square feet.

The venue is the new home to the University of Louisville men's and women's basketball programs and serves as an ideal setting for a variety of concerts, family shows, conventions, meetings and trade shows. It can also be configured for a multitude of sporting events such as basketball, wrestling, swimming, ice events, volleyball and National Collegiate Athletic Association (NCAA) tournaments and championships. The KFC Yum! Center is rooted in the heart of downtown Louisville and is within walking distance to approximately 4,200 hotel rooms, fine dining and various attractions. Approximately 21,000 parking spaces are within a five-block radius of the facility, which is owned by the Louisville Arena Authority and operated by the Kentucky State Fair Board.

During the first nine months of the year, construction continued on the \$238 million arena that is the first entertainment venue built in Louisville in 54 years. Completion of the arena also achieved two milestones unusual in a project of this magnitude – it was completed one month early and under budget. In addition to majestic views of the Ohio River, amenities include seven levels, six lounges and a landscaped entry plaza extending over one and a half acres.

## KFC YUM! CENTER



### 2010 KFC YUM! CENTER NEWS

- As construction progressed on the premium arena, the Louisville Arena Authority announced a \$13.5 million, 10-year naming rights agreement with Louisville based Yum! Brands, Inc., and the downtown Louisville Arena officially became the "KFC Yum! Center." Leading naming rights agency, Team Services, LLC, was retained by the Arena Authority to market this exclusive opportunity. As part of the agreement, Yum! Brands, Inc. has the first right of negotiation to extend the contract an additional five years beyond the initial 10 years if both parties agree in the eighth year.
- It was also during this time that Louisville Arena Sports and Entertainment Properties, the local Learfield Sports entity overseeing the arena's advertising and sponsorship sales initiatives, secured more than \$50 million to date in sponsorship agreements from various local and national partners. Along with the support of Yum! Brands, Inc., the KFC Yum! Center has several Cornerstone Partners. Joining Norton Healthcare as a Cornerstone Partner are Hilliard Lyons, Stock Yards Bank & Trust and Insight Communications.



- During the final three months of 2010, the KFC Yum! Center booked 120 events that ranged from sporting events to private parties including the *Extreme Makeover: Home Edition* Wrap Party, the 2010 Breeders' Cup Gala and various private corporate functions.

## ENTERTAINMENT AT THE KFC YUM! CENTER

Even before the keys were handed to officials with the Louisville Arena Authority and the Kentucky State Fair Board, the KFC Yum! Center became a prime destination for many hot ticket acts. Music legends the Eagles played the inaugural concert to a sold-out crowd less than one week after its October 10 grand opening. Following the Eagles, the lineup included the *So You Think You Can Dance Tour* based off of Fox's hit TV show and Louisville's own *My Morning Jacket* featuring the Louisville Youth Orchestra. In November, teen heart throb Justin Bieber brought his *My World Tour* to Louisville's "Bieber Nation," followed by comedian Dane Cook who had fans rolling in the aisles during his *Dane Cook Live Tour* that offered a more personal and intimate experience with the funny man. Taking the stage in early December, Kentucky natives Naomi and Wynonna Judd brought *The Last Encore Tour* to the KFC Yum! Center to thank fans for 26 years of support. Closing out the year was WWE, which returned to Louisville with its hit show *Monday Night RAW* after its several year absence.

The KFC Yum! Center continues filling dates and attracting high-profile artists in 2011. In February, Kid Rock will bring his *Born Free Tour*, while Brad Paisley will splash around in the new facility a week later with his *H2O Frozen Over Tour*. Lady Gaga also announced she will bring her *Monster Ball Tour* to the facility in March, as Louisville was one of the select cities to be chosen to be included on the extended leg of her North American tour. Also in the spring, Canadian rock legends, RUSH will bring their *Time Machine Tour* to the new arena as part of a return leg of its North American tour fueled by overwhelming fan support.



## KFC YUM! CENTER



As the nation continues its economic recovery, the Kentucky Exposition Center and its sister facility the Kentucky International Convention Center have earned a reputation among conventioners and meeting planners as an affordable event destination. More than 440 combined events from both venues allowed exhibitors, promoters and event patrons the opportunity to experience the 1.2 million square feet of indoor space at the Expo Center that includes 885,000 square feet of class "A" exhibit space, while taking advantage of the 300,000 square feet of prime space with 52 meeting rooms equipped with advanced technological capabilities at the Convention Center.

The first-class experience provided a 12 percent increase in new business for the Expo Center, while the opening of the new KFC Yum! Center expanded the prospect for partnerships and enhanced the marketability of the Convention Center.

## KENTUCKY EXPOSITION CENTER HIGHLIGHTS

- In late April, more than 15,000 high school students, advisors, alumni and other business partners joined together at the 2010 Distributive Education Clubs of America (DECA) International Career Development Conference. During the four day event, approximately \$9.1 million was generated in economic impact to the area.
- The National Square Dance Convention returned to Louisville for its 59th Annual Convention in June. During the convention, more than 6,000 competitors of all ages added an estimated \$3.8 million to the local economy.
- An estimated \$4.9 million was generated as approximately 6,000 high school students and recent graduates took part in various activities at the LIFE 2010 Youth Convention. This annual convention is a ministry of the Christian and Missionary Alliance.
- The Rally (RV Rally) returned to the Expo Center in July for four days of entertainment, educational exhibits and all things RVing. Approximately 4,500 RVs and 20,000 visitors from across the country took part in this annual event that added an estimated \$2.5 million to Louisville's economy.



## A BUSINESS YEAR IN REVIEW

- The National Quartet Convention, which has called the Expo Center home for 17-years, welcomed a special guest appearance by former Alaskan Governor Sarah Palin during this year's event in September. Gospel music's largest annual event draws approximately 40,000 fans to its concerts and showcases and produces an estimated \$8 million in annual economic impact for Louisville.

## KENTUCKY INTERNATIONAL CONVENTION CENTER HIGHLIGHTS

- The National Council of Teachers of English returned to the Convention Center in March with the 2010 Annual Conference on College Composition and Communication. Approximately 3,000 gathered for the world's largest conference on composition research and teaching implementation that added more than \$2 million to the local economy.

## A BUSINESS YEAR IN REVIEW

- The Advanced Placement Reading Program and Educational Testing Service contributed approximately \$8.6 million to the local economy in May and June when more than 5,100 professionals assessed various educational tests.
- Also in June, approximately 3,300 attendees gathered for the American Society for Engineering Education Annual Conference and Exposition, which contributed \$2.9 million in economic impact to Louisville.
- Kentucky State Fair Board staff and the Louisville Convention and Visitors Bureau partnered with Collinson Media and Events to host Connect Marketplace in August and Rejuvenate Marketplace in October. These two events showcased the Convention Center, the KFC Yum! Center and Louisville to more than 1,000 faith-based organization meeting planners, convention industry professionals and others. The two events generated \$2.2 million to the Louisville economy; however, the greatest value is the potential business and economic impact they may bring in the future.
- Closing out the year in December was the 115th Annual Meeting of the Southern Association of Colleges and Schools Commission on Colleges. This annual event attracted 4,000 attendees and resulted in \$3.1 million for the local economy.



2010 ATTENDANCE FIGURES		
Month	KEC	KICC
January	228,470	36,939
February	545,915	36,939
March	182,529	21,138
April	176,933	47,904
May	91,107	56,935
June	40,047	19,520
July	84,306	55,580
August	668,069	19,917
September	91,024	16,599
October*	119,587	34,416
November*	205,000	24,060
December*	112,016	19,765
<b>TOTAL</b>	<b>2,545,003</b>	<b>440,178</b>

NEW/REPEAT BUSINESS		
	KEC	KICC
New	85	91
Repeat	192	73
<b>Total</b>	<b>277</b>	<b>164</b>

\* Attendance figures estimated.



Throughout 2010, the Kentucky Exposition Center and the Kentucky International Convention Center expanded their reputation of offering high quality value, service and flexibility to a variety of clients. As the Sales and Marketing staff cultivated relationships among meeting planners, exhibitors and promoters in a plethora of industries, they were able to secure agreements that are expected to generate hundreds of millions of dollars in economic impact for Louisville in the next several years.

## FUTURE BUSINESS



### KENTUCKY EXPOSITION CENTER

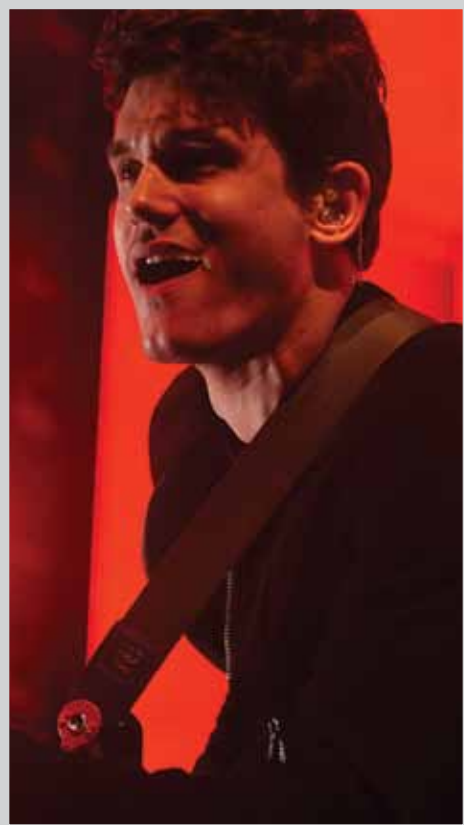
- The Mid-America Trucking Show inked a deal to remain at the Kentucky Exposition Center through 2020. Held each March, the internationally-renowned show has called the Expo Center home since its inception in 1972. It attracts approximately 65,000 visitors each year and generates an estimated \$14.2 million annually, or \$142 million during 10 years, in economic impact to the area.
- Louisville continues to make its mark on the sporting industry as it secured a four-year deal with Ohio Valley Volleyball to continue to host its Bluegrass Qualifier through 2014. Each March, approximately 13,000 athletes, coaches and spectators come together for the three-day volleyball tournament that adds an estimated \$1.9 million each year to the Louisville economy.
- The United States Dog Agility Association contracted to continue hosting the Cynosport World Games in Broadbent Arena and other areas of the facility through 2012. It is expected to bring in nearly \$1 million each October in revenue for the city and attract approximately 6,000 competitors with their pets.
- In January 2013, the Archery Trade Association will bring the industry's largest archery and bowhunting show to the Expo Center with the Archery Trade Association's Trade Show. During this member-driven event, approximately 8,000 guests are expected to visit Louisville and contribute an estimated \$5.5 million economic impact to the region.
- The Green Industry and Equipment Expo (GIE+Expo) signed an agreement to remain at the facility through 2014 with a two-year contract extension. This event held each October features more than 600 exhibitors, attracts approximately 21,500 visitors and creates an estimated \$6.6 million in annual economic impact for Louisville.

- With another successful experience this year, Educational Testing Service extended its contract with the Kentucky International Convention Center through 2013. This three-week event brings professionals who assess various educational tests and adds an annual estimated economic impact of \$25.8 million over the next three years.
- Independent Electrical Contractors will add an estimated \$2.4 million to Louisville's economy in October 2011 with its National Convention and Electric Expo. This is the first time the event, which averages 2,000 attendees, will be held at the Convention Center.
- The National Middle Schools Association selected Louisville as its home for its 38th Annual Conference and Exhibit in November 2011. This event is expected to draw 9,000 people and contribute an estimated \$3.1 million in economic impact.
- In July 2012, HydroVision International, the largest annual gathering of hydro-industry professionals, will bring approximately 3,500 members to the city, adding an estimated \$2.2 million in economic impact to the area.
- The National Council of Teachers of Mathematics selected the Convention Center as one of three locations for its annual regional conference in November 2013. Each conference attracts more than 3,000 individuals and it is expected to yield approximately \$1 million in economic impact to Louisville.

## FUTURE BUSINESS



Freedom Hall and Broadbent Arena at the Kentucky Exposition Center continued to attract numerous musical concerts, comedic acts and sporting events throughout the year. These shows produced steady ticket sales that enriched the range of successful conventions, trade shows and other events that also utilized the multi-purpose venue and its two sister facilities, the Kentucky International Convention Center and the KFC Yum! Center.



Warming up the winter chill of February were rock legends Styx and REO Speedwagon with guest .38 Special offering a night of the three bands' hit songs that spanned the past 30 years. Following February's show was current chart topper, soulful songwriter and powerful performer John Mayer in March. In April, Hank Williams Jr. brought his gang of "Rowdy Friends" that included Jamey Johnson, Eric Church and The Grascals to Freedom Hall and started the fun early with a pre-show tailgate party. Rounding out the year's musical entertainment was heavy metal heavy weights Slayer, Megadeth and Anthrax, who returned in October with the *Jagermeister Music Tour*. Also, highlighting the diverse assortment of musical acts were faith-based TobyMac, Skillet and Shonlock with the Winter Wonder Slam's *Awake Tonight Tour*, followed by the *Gaither Homecoming Christmas Tour 2010*, with both events taking place in December.

Families enjoyed the \$20 million stage production, *Walking With Dinosaurs: The Arena Spectacular*, which featured dinosaurs roaming Freedom Hall after more than 65 million years. The highly anticipated event offered six shows that featured 20 life-sized, life-like dinosaurs telling their story, from inception to extinction, complete with special lighting and computerized effects that took audiences on a journey back 245 million years.

Various comedic performers brought plenty of laughs to the Expo Center with three hit shows. First in April, actor, author and producer, Tyler Perry,

---

## ENTERTAINMENT

---





introduced the outspoken, yet lovable Madea to Louisville fans in *Madea's Big Happy Family* stage play that had audiences smiling all night. Celebrating his comedic roots, actor Cedric the Entertainer charmed fans in Broadbent Arena in September with his stand-up comedy show that featured Malik S. of HBO's *Def Jam Comedy* and JJ of BET's *Comic View*. Fellow *Def Jam Comedy* alumni, Mike Epps and Bruce Bruce also brought their memorable stand-up comedy tour to Freedom Hall in October.

## ENTERTAINMENT

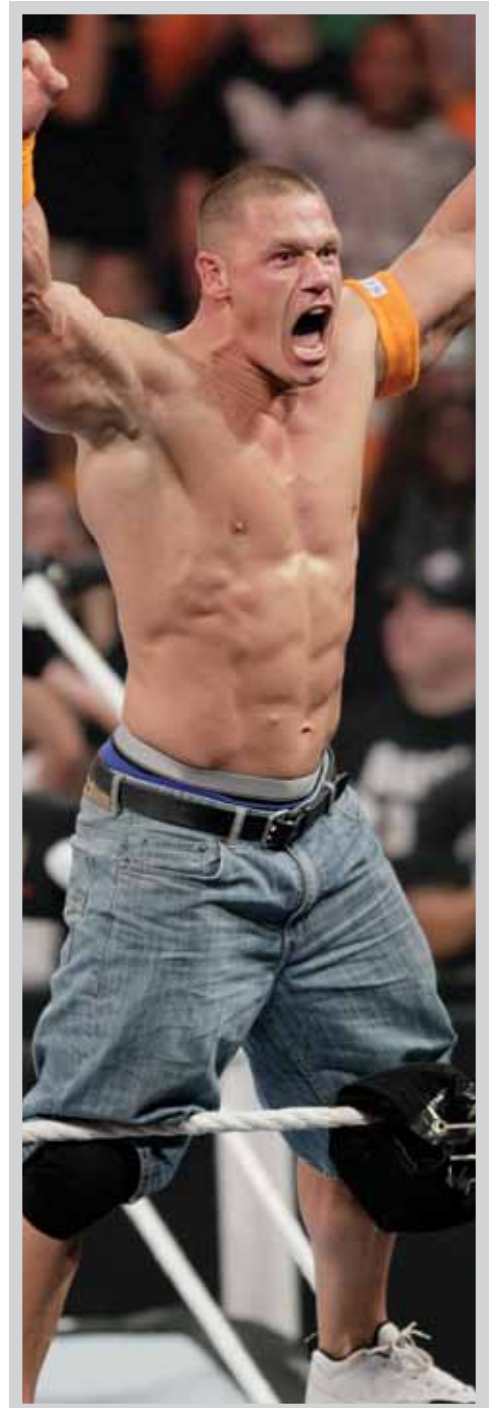
World Wrestling Entertainment (WWE) continued to be a consistent force of sporting entertainment as it returned twice this year – first with *SmackDown* and *ECW* in January, followed by *SmackDown* in July. These two events brought some of the wrestling world's biggest stars to the ring for tough, body-slamming competition.

Adding to the list of quality entertainment at the Expo Center and the new KFC Yum! Center was the Kentucky International Convention Center that hosted a concert by one of country music's hottest bands, an inaugural festival for Louisville and a special casting call for a primetime hit television show.

Country music hit maker Lady Antebellum played a special concert only for attendees of the 2010 Distributive Education Clubs of America (DECA) International Career Development Conference in April. Due to the popularity of this show that featured the Grammy winning group, additional private security was required.

The Convention Center played host in May to the inaugural Top of the Hops Louisville Beer Festival that offered approximately 1,400 beer connoisseurs, who were 21-years-old and older, unlimited samples of more than 250 craft, domestic and import beers from around the world. Festival attendees also enjoyed live entertainment, great food, fun games and the Brew University Educational Area that offered informational sessions on topics relating to beer.

In August, NBC held an open casting call for its ever-popular show, *The Biggest Loser*. More than 500 potential contestants lined the halls of the facility for a chance to build lasting relationships while shedding their unwanted pounds.



Utilizing internationally-recognized brands and establishing industry trends, the National Farm Machinery Show remained a leader in the agriculture and farming industry in 2010. The show combines both educational seminars about existing and anticipated market trends with thousands of agriculture products and services on display to exemplify the prominence and innovation of the industry.

## NATIONAL FARM MACHINERY SHOW



Although record snowfall and subsequent icy roads swept through the region just days before the show began, 299,137 people braved the weather to further the show's reputation as the largest indoor agricultural exposition in the nation and helped generate a \$21.5 million annual economic impact across the community and the Commonwealth of Kentucky. More than 840 exhibitors filled the 1.2 million square feet of exhibit space at the Kentucky Exposition Center during the National Farm Machinery Show's annual stay, February 10-13, 2010. Nearly all of the show floor space was sold out one year in advance and a lengthy waiting list had been established by the start of the show.



In 2010, efforts were made to improve the growth and maintain the popularity of the Championship Tractor Pull. Hosted in conjunction with the National Farm Machinery Show, the tractor pull incorporated a new lightweight super stock alcohol tractor class to further modernize the sport. Sixteen new drivers competed in the inaugural class. More than 60,000 fans watched the nation's best drivers battle it out for a share of \$200,000 in prize money and the nationally recognized title of Grand Champion.

ADVERTISING DISTRIBUTION	
Method	Percentage
Television	41%
Agricultural Publication	26%
Radio	13%
Newspapers	12%
Online/Other	8%

EXHIBITOR REVENUE	
Year	Amount
2010	\$3,263,050
2009	\$3,252,337
2008	\$3,251,622
2007	\$2,656,645
2006	\$2,895,423
2005	\$2,562,016

CHAMPIONSHIP TRACTOR PULL TICKET SALES	
Year	Amount
2010	\$2,228,685
2009	\$2,201,520
2008	\$2,201,209
2007	\$2,340,458
2006	\$2,008,605
2005	\$1,889,770



The Kentucky State Fair continued to solidify its place as a premier Kentucky event destination with 602,897 visitors in 2010. It continues to garner the financial strength and public support it needs to stand out as one of the most anticipated summer attractions in the commonwealth, as it generated approximately \$16.5 million in economic impact. These assets make it possible for the Fair to feature new competitions and entertainment while nurturing its core concepts, including education, agriculture and music showcase.

Though the current tourism market is challenging due to an increase in area entertainment options and a decrease in discretionary income, the Kentucky State Fair delivered another solid year including the inaugural Largest Pumpkin Contest, a revival of the old Kentucky State Fair Battle of the Bands competition and a record-smashing Kentucky Country Ham Breakfast and Auction.

"Even though the Fair's attendance didn't increase, it continues to be one of the most popular events in the state and draws people from across the region," President and CEO of the Kentucky State Fair Board Harold Workman said. "We still think it represents the best that Kentucky offers. The Fair creates hundreds of temporary jobs, provides millions in economic revenue and gives Kentuckians an event to be proud of."



## KENTUCKY STATE FAIR

### ADVERTISING DISTRIBUTION

Method	Percentage
Television	32%
Newspapers	28%
Radio	25%
Outdoor	7%
Magazine	5%
Online/Other	3%

### 2010 HEALTH SCREENINGS

Screening	Amount
Blood Pressure	10,551
Eye Test (adults)	4,525
Hearing Test	3,200
Skin Cancer	1,550
Prostate	1,193
Mammogram	312
<b>Total</b>	<b>21,331</b>

### COMPETITIVE ENTRIES

Year	Entries
2010	56,613
2009	54,841
2008	52,296

### EDUCATIONAL FIELD TRIPS

Year	Participants
2010	10,096
2009	8,686
2008	9,112





The North American International Livestock Exposition celebrated its 37th year at the Kentucky Exposition Center with many facets of success. Since the show's inception in Louisville in 1974, it has grown into the world's largest purebred livestock show, integrating world-class sales, cattle auctions and numerous programs for youth and collegiate farmers. More than 140 shows, sales and breed meetings solidify the show's prominence and its mark on Kentucky and surrounding areas with an economic impact of more than \$11.6 million.

## NORTH AMERICAN INTERNATIONAL LIVESTOCK EXPOSITION



The addition of new breed shows in 2010 attracted agricultural enthusiasts from different sectors of the livestock industry, while the prestigious show brought numerous repeat visitors and capped off the 17-day exposition with 215,000 attendees. The exposition's international impact can be felt with attendees stemming from four continents and seven countries, including New Zealand, Costa Rica, Denmark and Argentina.

The number of competitive entries climbed to the highest on record with a total of 23,733, a 10 percent increase over 2009. Nearly every species of animal in the competition saw an increase in entries. Other aspects added to the success of the show as well including raising more than \$95,000 during the North American International Livestock Exposition's Sale of Champions auction for the sixth consecutive year and collecting an all-time high of \$59,750 in sponsorship revenue to support the show's infrastructure and offset costs.



COMPETITIVE ENTRIES	
Category	Entries
Quarter Horses	6,309
Sheep	5,477
Beef	5,317
Dairy Cattle	3,105
Swine	995
Llamas & Alpacas	801
Boer Goats	632
Dairy Goats	591
Mules & Donkeys	250
Draft Horses	194

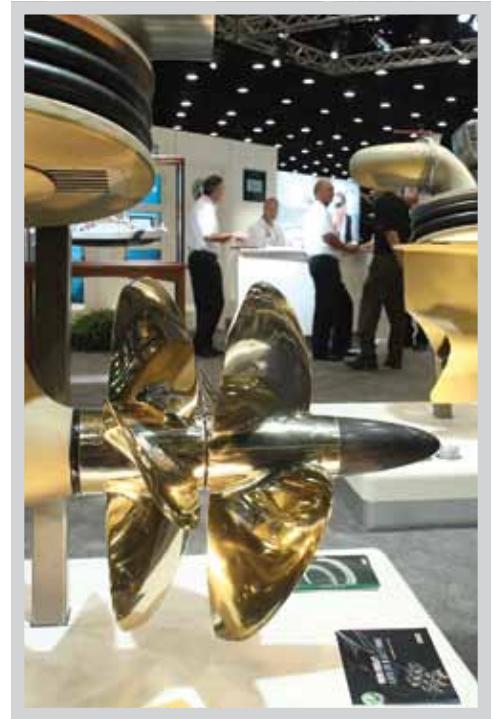
SPONSORSHIPS <i>(in-kind &amp; cash)</i>	
Year	Amount
2010	\$59,750
2009	\$56,000
2008	\$54,300
2007	\$28,750

RODEO TICKET SALES	
Year	Amount
2010	\$14,338
2009	\$14,236
2008	\$13,661
2007	\$13,472
2006	\$14,165



The Kentucky State Fair Board continues its efforts to offer clients, visitors and exhibitors a first-class, quality experience when utilizing its three facilities – the Kentucky Exposition Center, the Kentucky International Convention Center and the KFC Yum! Center. Several key construction and maintenance projects were completed throughout this year to maintain the Fair Board's standard of facility excellence. This includes the following initiatives at the Expo Center:

- Construction was completed on the new Horse Barns H, I, J and T that were destroyed by fire in September 2009. The newly constructed barns feature high efficiency lighting, a sprinkler system and increased interior height.
- In enhancing the venue's class "A" exhibit space, 30 amp outlets were installed in 134 electrical floor ports in the North Wing. This will provide clients and exhibitors expanded electrical capacity during events.
- A state of the art, digital LED sign was installed near Interstate 65 on the edge of the facility's grounds that provides an increased ability to advertise events.
- Exhaust fans that were installed in the West Wing will increase the air turnover ratio and assist with odor control during agricultural and livestock shows.



## CAPITAL PROJECTS

### CAPITAL PROJECTS COMPLETED IN 2010

#### Kentucky Exposition Center

- Installation of digital LED sign
- Electrical upgrade to North Wing floor ports
- Completed construction of Horse Barns H, I, J and T
- Exhaust fan installation in West Wing
- Repairs to Security Office and Ticket Office roof
- Upgrade to electrical equipment in Freedom Hall basement
- Installation of digital HVAC controls in East Hall
- Replacement of carpet damaged during flooding in August 2009
- Removal of center hung scoreboard in Broadbent Arena
- Installation of Security Access Controls in South Wing B and Loading Dock

### CAPITAL PROJECTS COMPLETED IN 2010

#### Kentucky International Convention Center

- Concrete repairs and maintenance to Cowger Parking Garage





This year was productive for the Fair Board as it continued its outreach with modern technology. By using communication initiatives, online resources and media coverage for its three facilities and its three shows, the agency was able to promote in new and exciting ways.

Websites for the Expo Center, Convention Center and the three shows continued to be heavily accessed by a steady flow of online traffic that produced an increase of approximately 50 percent in visitors over the previous year. *Front & Center* and *unCONVENTIONaL NEWS*, the two monthly e-newsletters for the Expo Center and Convention Center, sustained readership as they remained key components in communicating event and business news. Numerous media outlets, community leaders and businesses received a quarterly print version of *Front & Center*.

This year, a major trend was the growing online audience that looked to social media sites for instantaneous information on the three shows and scheduled events. One of the strongest impressions was with the use of the social networking site, Facebook and the 140-character messaging system, Twitter. These two mediums were effectively utilized to promote the grand opening of the KFC Yum! Center, events at the Expo Center and information relating to the Kentucky State Fair and National Farm Machinery Show. The social network fan base for the Fair Board's newest multi-purpose arena doubled within a week of its official Ribbon Cutting Ceremony on October 10 and provided patrons with a means to instantly connect to the facility by posting comments, photos and videos. Also, the launch of the KFC Yum! Center's website in October provided valuable information about parking, traffic flow patterns, upcoming events and how to book the venue.

The 106th Kentucky State Fair also capitalized on its online audience with the launch of a newly redesigned and reorganized website in March. It incorporated the use of several tools including music clips of Main Stage Concert series artists, a direct link to its blog, *The Shake Up* and highlighted on the homepage the three most visited areas to make the information more directly accessible. The website also added the interactive resource, Plan Your Visit, where patrons selected specific activities and events to include during their visit and created a printable schedule of events. In addition, online entry submissions were expanded to include livestock.

## MEDIA COVERAGE AND COMMUNICATION TOOLS

### HIGHLIGHTS OF THE ONLINE TOOLS THAT WERE ESSENTIAL IN COMMUNICATING THROUGHOUT THE YEAR INCLUDE:

- **Facebook** – The Expo Center, the KFC Yum! Center, Freedom Hall, the three in-house shows, the Fair's Young Adult Project and the Louisville Arena Authority effectively used the online social network site that has



500 million users worldwide. The Fair's page increased by 6,343 fans, or 123 percent, from August 31 of the previous year. The KFC Yum! Center's page also grew 231 percent during its first six weeks of utilization.

- **Twitter** – A total of five accounts on this precise messaging system allows online followers to be instantly informed of news, updates and other information relating to the Expo Center, the KFC Yum! Center, the Louisville Arena Authority, the Kentucky State Fair and the National Farm Machinery Show.
- **Examiner.com** – The Kentucky Exposition Center improved its presence on the Examiner.com Louisville page by posting blogs approximately every week on events at the facility and its two sister facilities. Through the use of this site, the venue connected with thousands of Examiner.com contributors across the United States.



## MEDIA COVERAGE AND COMMUNICATION TOOLS

The estimated advertising equivalency of print media impressions for all venues and shows increased by \$68.3 million over the previous year. This increase is contributed to numerous variables such as the rise in advertising costs, the opening of the KFC Yum! Center and the interest in the Kentucky Kingdom amusement park. Through electronic media, the three facilities were featured more than 7,000 times on different broadcasts and saw an increase of more than \$1.9 million in advertising equivalency.

Direct print advertising for the Kentucky State Fair added 20 additional ad placements that resulted in a 15 percent readership increase over the previous year. The National Farm Machinery Show and the North American International Livestock Exposition also held steady with approximately 110 advertising placements that reached a readership of more than 6.3 million.

### 2010 MEDIA IMPRESSIONS

Media Impressions	Quantity	Equivalency
Electronic	7,051	\$5,835,467
Print	1,757	\$76,761,117

### 2010 PRINT ADVERTISEMENTS

Ad Type	Placements	Circulation
Facility*	59	776,212
Kentucky State Fair	130	13,359,521
National Farm Machinery Show	69	5,226,798
North American International Livestock Exposition	43	1,126,821

\* Includes Kentucky Exposition Center, Kentucky International Convention Center and the KFC Yum! Center.



## FINANCIAL OVERLOOK

	Fiscal Year 2007-2008	Fiscal Year 2008-2009	Fiscal Year 2009-2010
<b>KENTUCKY EXPOSITION CENTER</b>			
<b>Revenues</b>			
Event Income	33,952,000	33,199,000	35,344,000
Other Income	989,000	1,151,000	874,000
State Appropriation	247,000	0	0
<b>TOTAL</b>	<b>35,188,000</b>	<b>34,350,000</b>	<b>36,218,000</b>
<b>Expenditures</b>			
Direct Event Costs	16,947,000	16,209,000	17,370,000
Administrative Costs	2,096,000	2,322,000	2,644,000
Maintenance Costs	9,435,000	9,255,000	9,463,000
<b>TOTAL</b>	<b>28,478,000</b>	<b>27,785,000</b>	<b>29,477,000</b>
<b>NET INCOME or (LOSS)</b>	<b>6,710,000</b>	<b>6,565,000</b>	<b>6,741,000</b>
<b>KENTUCKY INTERNATIONAL CONVENTION CENTER</b>			
<b>Revenues</b>			
Event Income	3,986,000	3,069,000	3,316,000
Parking Garage Income	2,035,000	2,519,000	2,272,000
Other Income	88,000	104,000	130,000
<b>TOTAL</b>	<b>6,109,000</b>	<b>5,692,000</b>	<b>5,718,000</b>
<b>Expenditures</b>			
Direct Event Costs	836,000	656,000	631,000
Administrative Costs	1,006,000	1,058,000	1,122,000
Maintenance Costs	2,966,000	2,702,000	3,082,000
<b>TOTAL</b>	<b>4,808,000</b>	<b>4,417,000</b>	<b>4,835,000</b>
<b>NET INCOME or (LOSS)</b>	<b>1,301,000</b>	<b>1,275,000</b>	<b>883,000</b>
<b>KENTUCKY STATE FAIR BOARD</b>			
<b>Revenues</b>			
Direct Event Income	39,973,000	38,788,000	40,635,000
Rental Income from Long-term Lease	3,020,000	2,442,000	2,524,000
Other Operating Income	2,190,000	2,067,000	1,178,000
State Appropriation	247,000	0	181,000
<b>TOTAL</b>	<b>45,430,000</b>	<b>43,297,000</b>	<b>44,518,000</b>
<b>Expenditures</b>			
Kentucky Exposition Center	28,478,000	27,785,000	29,477,000
Kentucky International Convention Center	4,808,000	4,417,000	4,835,000
General Administrative & Sales Expenses	6,196,000	5,767,000	6,356,000
Bond Interest Expense	2,157,000	2,196,000	2,121,000
<b>TOTAL</b>	<b>41,639,000</b>	<b>40,165,000</b>	<b>42,789,000</b>
<b>NET INCOME or (LOSS)</b>	<b>3,791,000</b>	<b>3,132,000</b>	<b>1,729,000</b>

Source of data is the Kentucky State Fair Board's internal accounting records through the end of its fiscal year on June 30, 2010. Operating results reflect revenues and expenditures before accounting deductions for amortization, depreciation and bond principal.







221 Fourth Street • Louisville, KY 40202  
1-800-701-5831 • [www.kyconvention.org](http://www.kyconvention.org)



937 Phillips Lane • Louisville, KY 40209  
1-800-701-5831 • [www.kyexpo.org](http://www.kyexpo.org)



One Arena Plaza • Louisville, KY 40202  
502-690-9000 • [www.kfcyumcenter.com](http://www.kfcyumcenter.com)

